

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, September 29, 2010
5:00 pm**

MINUTES

Present: David Woods, Andrew Ewalt, Janet Jones, David Lindsay, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:05 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from June 2, 2010 and July 28, 2010

There was no quorum to vote on the Minutes.

4. Update on Storrs Center project including communications

Cynthia van Zelm said that LeylandAlliance has partnered with Educational Realty Trust (EDR) to finance Phase 1A and 1B of the project. She reported that Leyland and EDR had sent out a press release September 16, which the Partnership shared with its membership. She invited the Committee to attend a celebratory gathering on Thursday, October 7 at 5:30 pm at the Greek Center on Dog Lane. Ms. van Zelm explained that the gathering will offer an opportunity for Partnership members and the public to meet the newest members of the development team. She added that no R.S.V.P. is required and that members are welcome to bring guests.

Ms. van Zelm then reported on the garage design selection process. She said that interviews of design firms will take place on Thursday, September 30, and that the Town expects to select a firm soon. Once the firm has been selected, she explained, then the design process can begin. Ms. van Zelm added that the hope is to start the garage, the infrastructure for 1A, and Storrs Road all in the spring.

Ms. van Zelm reviewed the Communications Strategy with the team. She noted that she and Kathleen Paterson will be meeting to plan the communications for the next year and will update the Strategy following that meeting.

Ms. van Zelm reported that she attended three open houses at local schools and the Mansfield Lions' Club's Fall Festival. She commented that the Fall Festival might not be the best venue for an information table given the focus on the event is more on the silent auction and barbecue.

Janet Jones said she had attended the Fall Festival in the past and agreed with Ms. van Zelm's assessment.

Kristin Schwab noted that she felt similarly with regards to the information table the Partnership staffed (through the Membership Committee) at UConn's Alumni Weekend.

Dean Woods suggested another possibility for Alumni Weekend would be to participate in one of the deans' dinners and lunches. He suggested discussing the options with Lisa Lewis. **Ms. van Zelm will contact Ms. Lewis about Alumni Weekend 2011.**

Mr. Schwab commented that it seems like a great time to reach out to new people now that so many aspects of the project are moving forward quickly.

5. Review of the Award-Winning *Festival on the Green*

Ms. Paterson said she thought that the Festival was successful. She said that the crowd to watch the Parade was the largest yet, and the Parade had the most participants yet. Ms. Paterson added that the feedback thus far has been positive; many people thought the crowd was the bigger and steadier than previous years. She noted that the sub-committee was great to work with and did an excellent job.

Dean Woods commented that the art show was very good this year.

Ms. Schwab suggested that, whatever form the Festival takes next year, it would be good to have a ceremonial piece for Storrs Center. She said that it seemed too early this year, but that it would be good to make the downtown more of a focus and give the Partnership and Leyland booths a more prominent place.

Ms. Paterson agreed and said that the construction may mean that both the Parade and the Festival will have to be adjusted or moved.

Ms. Paterson said that the picnic was much better than the previous year (when it rained). She said that Flamingo, an all-female swing band, was fantastic. She added that she thinks each year the picnic will grow and evolve into its own event rather than being the event that used to have fireworks.

Ms. Schwab remarked the balloon was a fun addition. She also said she would like to see more people in attendance and more take-away offerings from the farmers market.

David Lindsay said it would be good to have packed picnic boxes for people to purchase at the farmers market and then take over to the picnic.

Ms. Paterson added that the event could benefit from more signage along Storrs Road and more advertising earlier.

Ms. Paterson reported that the wine tasting went very well. She explained that it was held indoors in three rooms, so attendees were able to move about the restaurant.

6. UConn Student Outreach

Mr. Lindsay reported that he had met with Ms. van Zelm to discuss ways to further engage students in the Partnership and the project. He said he feels there are two main challenges: to educate students about the project and to help them feel engaged in the process even if they graduate before it is completed. He explained his plans to present to the Honors Council and his conversation with Honors Council members regarding student involvement in the Partnership. Mr. Lindsay suggested giving t-shirts to students who become members; the t-shirts would be both an incentive for students to join and a means of advertising.

The Committee liked the idea of the t-shirts for students. **Mr. Lindsay will look into design and printing costs of the t-shirts.**

Ms. Schwab suggested finding a way to tie in the class gift with the project. She said the class gift committee is always looking for ideas. Ms. Schwab recalled Andrew Ewalt's brick proposal and wondered if something similar could be done with the class of 2011.

Ms. van Zelm will talk to Macon Toledano about Mr. Ewalt's idea and about the possibility of working with the class gift committee.

Ms. Paterson will ask Dee Goodrich for the correct contact at the UConn Foundation for the class gift program [Done].

9. Adjourn

Mr. Ewalt made a motion to adjourn.

Mr. Lindsay seconded the motion.

The meeting adjourned at 6:00 pm.

Minutes prepared by Kathleen M. Paterson.